

A Study on The Influence of Advertising and Promotion on The Lifestyle and Buying Behaviour

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Abstract: This study was conducted to look at the Impacts of advertisement and promotion of products through numerous channels on customer's life style and also the buying behavior. It deals with whether or not customer's lifestyle will modify because of the influence of advertisement and helps to analyze what sort of product and the way they attract customers. For the completion of this analysis a google form has been distributed to 110 respondents to understand their perception on advertisement. The heaps of promoting and advertising firms can explore a lot of ways in which and inventive promotion strategy to draw in more customers and retain them. They evolve through trends, life style and buying behavior of the customer. This study determines the perception of customer over advert within the recent years and also the preference that they like better to that advertisement. By providing well-furnished questionnaire, our respondents stuffed them and with the small print completely different analyses are done. when considering the analysis results, the conclusion is drawn consistent with value. This study provides apparent analysis knowledge to the readers. By and large, the examination offers vital bits of data for performing on advertising sector and their impacts on customers.

I. INTRODUCTION: INFLUENCE OF ADVERTISEMENTS ON CONSUMERS

The central purpose of analysis is to search out the parts buying behavior and therefore the customer's behavior changes, towards advertisings associate degreed the completely different mode of promotion that draws them through literature then develop a straightforward and precise model of advertisement that convinces them to draw in customers. Advertising stands between the culture and the trends that they set as well as the message that they deliver: by revoking new culture and making an aspiration for the youth and introducing new lines of product and varied services are the first purpose and stimulating the changes within the buying behavior of the designer that can bring changes within the manner of the buyer. The economy, demography, culture, political associate degreed system are the most important environmental factors that have an impact. Advertisements dissolve on the culture of the merchandise and what all it stands for as well as together with its social value, roles, and additionally cultural values. In today's situation advertising is incredibly important to survive in an exceedingly market. A prospering implementation of ways on the advertising sector is definitely important for transferal the product or the service to the customers. within the nowadays we cannot imagine a successful promoting strategy while not promoting effectively. The correct mode of promotion should be selected for the correct kind of product. Radio, Poster, online, social media, tv is that the various kinds of advertising platforms that are employed by the marketers to attach to the individual's transferal their product to their right clients. Advertising helps to draw in customer and to retain customers. Implementing effective advertising strategy in an exceedingly competitive business surroundings is incredibly important. the event of the assorted promotion platforms, produce impacts on the shopping for behavior and creates changes within the lives of customers. these days advertising helps to enhance business on an outsized scale. It helps in attracting a huge range of consumers and also helps to analyze the wants and needs of a customer in an economical manner. The method businesses advertise is additionally necessary because it leads in complete building and showcasing the brand to the outer world.

BREAK UP OF AGE GROUPS THAT ARE TARGETED BY THE SOCIAL MEDIA MARKETING

AGE GROUPS	PERCENTAGE (%)
Gen Z	22%
Millennials	84%
Gen X	52%
Baby Boomers	14%

Source: tabthemes,2022

Social media entrepreneurs approximately their goal age organization, they determined that: Millennials (25-40 years old) are through some distance the primary goal organization for social media entrepreneurs, with 84% of respondents pronouncing they're centered. Generation X (41- 56 years old) objectives 52% of social media entrepreneurs. Gen Z (6-24 years old) objectives 22% of social media entrepreneurs. Baby boomers (a while 57-75) are the least centered demographics of social media entrepreneurs, with

best 14% pronouncing they're centered. Also, whilst concentrated on every age organization, the techniques may be barely different. What sort of content material do millennials and Gen Z like? According to entrepreneurs, younger visitors like Millennials and Gen Z decide on quick video content material this is fun, trendy, and displays the fee of the brand. If you are concentrated on this audience, you will want to apply a quick video platform together with TikTok, in addition to YouTube or Instagram, which implements comparable quick-shape features. What sort of content material do infant boomers like? Baby boomers, on the alternative hand, decide on interactive academic content material together with interviews, podcasts, professional discussions and stay videos. If you are concentrated on this audience, take into account the usage of those codecs on Facebook. Marketers say that is the maximum famous amongst infant boomers.

This is an empirical study at wherein we've attempted to examine how the rising developments in advertising, mode of promoting and purchaser belief have an effect on the way of life and shopping for conduct of the customers.

II. LITERATURE REVIEW

Hossein & Furuzandeh (2013) Entertainment has been one in each of the primary standards for growing a commercial. Entertainment is hired as a device to realize interest of shoppers. An excellent and enjoyable advert is much more likely to be remembered through clients rather than a humdrum one. Therefore, it will likely be stated that enjoyment will increase the effectiveness of marketing and marketing. That's why many organizations are making an investment mass of coins to create classified ads which might be humorous. Teixeira & Picard (2013) has performed a stimulating have a look at in this regard and wrote a paper "Why, When and the manner plenty to entertain clients in classified ads?" The have a look at is based on a facial monitoring have a look at (software program won't to music the facial emotions) in reaction to the TVCs. this will be a number one of its type have a look at and is that the latest. Zajonc, (1968) in the course of studies has verified that ought to a stimulus can beautify the fancy for that stimulus independently of cognitive reviews or contextual associations. Basically, this circulate of studies has showed that have an effect on can be a linear feature of the logarithm of publicity frequency Harrison (1977). So, as publicity to a emblem increase, affective reactions to the emblem grow to be extra favorable. It approaches the extra an emblem is uncovered thru classified ads and campaigns, the extra publicity it gets, which ultimately effects in extra familiarity of the emblem.

Ankara Hacı (2016) Consumers purchase merchandise now no longer handiest because of ought to them however additionally way to surprising urge to buy them. The impulse shopping for is investigated through purchaser conduct researchers and advertising academician over a 1/2 of century. The intention of this has a look at is to provide a near literature evaluation of the impulse shopping for conduct through reading the numerous researches in the subject of purchaser conduct. Development of impulse buying concept, procedure of purchaser's impulse buying conduct, different factors which have an effect on impulse buying and additionally the connection among impulse shopping for and retailing are mentioned in the course of this paper. St. Theresa (2015). This paper discusses approximately the client shopping for conduct and their determining procedure, in the course of consumption. This theoretical study tries to expose lower back the pages in literature, to understand the ideas and current theories in the purchaser shopping for conduct. The backside studies in purchaser conduct lays basis for quantitative studies to analyze the prevailing theories and new rising styles of purchaser conduct. This has a look at targets to realize the client shopping for conduct at the same time as making their buy selections for personal consumption. And its evaluations the lowest studies articles related to purchaser shopping for conduct. Semila Fernandes & Rajesh Panda (2019) This paper targets to study the studies on and packages that methods reference organizations impact purchaser conduct. The evaluation is based on a compilation of research applicable to the 3 forms of reference institution influences, namely, informational, utilitarian, and value-expressive. Studies from this period had been decided on the use of the keywords "purchaser conduct," "reference organizations," "product conspicuousness," and different associated terms. Meena Madhavan & C Kaliyaperumal (2015) This paper discusses approximately the customer shopping for conduct and their determining procedure, in the course of consumption. This theoretical study tries to expose lower back the pages in literature, to understand the ideas and current theories in the purchaser shopping for conduct. The backside studies in purchaser conduct lays basis for quantitative studies to investigate the winning theories and new rising styles of purchaser conduct. This has a look at targets to understand the customer shopping for conduct at the same time as making their buy selections for personal consumption. And it evaluations the lowest studies articles related to purchaser shopping for conduct. This consists of purchaser shopping for conduct models, elements influencing shopping for conduct, varieties of shopping for conduct and consequently the purchaser decision-making procedure.

Ganesan Muruganatham, sitar (2013) Experimenters and interpreters are curious approximately the sector of impulse shopping for the beyond sixty years, the intention of this paper is to supply an in-intensity account of the impulse shopping for conduct through compiling the various studies works literature in the subject of Retailing and Consumer Behavior. It offers a extensive evaluation of the impulse shopping for assemble and consequently the numerous behaviors associated aspects. A right variety of magazine databases and books had been named evaluation the works of varied researchers. Kumar A (2011) have a look at additionally observed that clients make the selection to shop for a selected product after being uncovered to classified ads which improve their degree of consciousness at the products, product price, product advantages and products quality. The have a look at additionally observed that a few clients use classified ads to healthy numerous marketed merchandises earlier than making the selection to shop for. Hahid Bashir, Muhammad Zeeshan, Sabbardahham Sabbar, Rai Imtiaz Hussain, Irshad Husain Sarki (2013) Survey technique changed into accustomed gather Information through adopting handy sampling technique. An empirical approach changed into accustomed examine the data. Correlation takes a look at is applied to research the relationship a few of the variables of cultural values and lifestyles style. Alba & Hutchison (1987) described familiarity due to the fact the amount of product-associated or service-associated studies which might be collected through the client. These associated studies encompass direct and oblique studies like publicity to classified ads, interactions with salespersons, phrase of mouth contact, trial and consumption. Following their definition, emblem familiarity is recognized due to the fact the gathered correlated studies that clients have had with an

emblem.

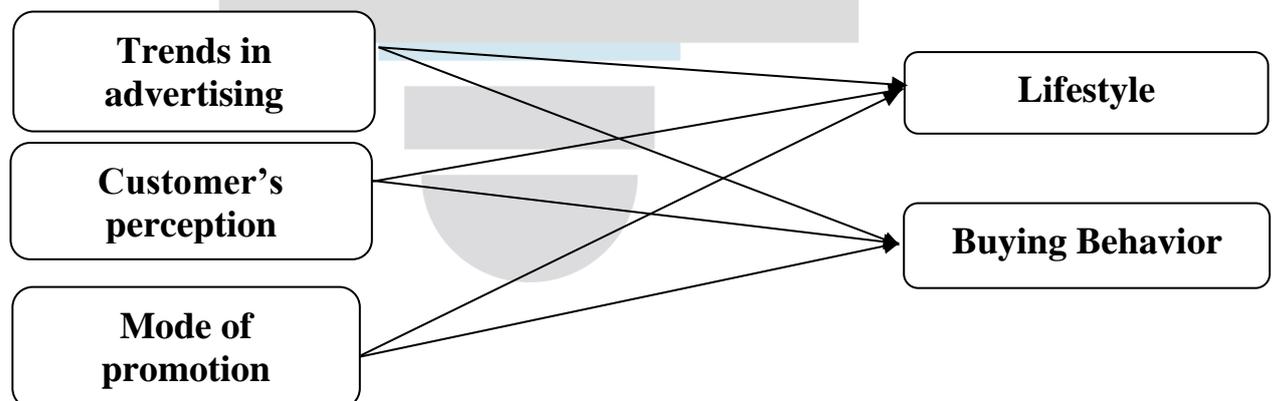
Ballester, Navarro & Sicilia (2012) Familiarity created through commercial for a selected emblem is moreover a important thing that impacts purchaser shopping for conduct. Macinnis and Park (1991) disbursed a have a look at with clients to research the effects of acquainted songs in marketing and marketing and purchaser conduct. In their studies, clients depicted pleasure for merchandise with acquainted songs and a primary dating changed into showed among the volume of familiarity of the songs in the marketing and marketing and its amiability. Kumar & Raju (2013) of their paper “The Role of Advertising in Consumer Decision Making” have observed that classified ads are capable of extrade the purchaser’s opinion some precise merchandise. Solomon (1995) Consumer shopping for conduct refers back to the techniques worried whilst people or organizations choose, purchase, make use of or lose merchandise, offerings, ideas or studies to in shape their desires and desires. A conduct that consumers show in looking to are seeking for out, paying for, the use of, comparing and putting off services and products that they suppose will fulfill their desires.

Schiffman & Kanuk (2007). It is a convergence of 3 fields of subject, they are, character psychology, societal psychology and cultural anthropology Ramachander (1988). A concept that solutions what, why, how, whilst and wherein private makes buy Green (1992); it is mainly vital to check the situation of purchaser shopping for conduct. Jorge Cruz-Cárdenas, Patricio (2018) Consumer conduct in the disposal of merchandise has effects for the purchaser's health and additionally for businesses, society, and the environment. In current years, this subject of studies has skilled excellent growth; however, efforts to systematize current know-how and to advise destiny regions of studies are scarce. This has a look at gives an evaluation of sixty two decided on articles using a purchaser conduct version to provide the effects in their findings. Advertising is a non-private paid shape wherein ideas, ideas, merchandise or offerings, and information, are promoted thru media (visual, verbal, and textual content) through a recognized sponsor to influence or impact conduct.

Ayanwale et al., (2005) and Bovee, et al., (1995) according to the conventional mind-set concept purchaser, conduct is anticipated from purchaser mind-set whilst clients purchase the emblem, which they just like the most. A mind-set can be described as “accumulate behavioral disposition” Smith & Swinyard (1983). When purchaser watches a commercial approximately the emblem and develops likeness for the emblem after which ultimately inclined to buy it Goldsmith & Lafferty (2002). The terminology for ‘real shopping for conduct’ is that purchaser in actual experience buy the product or offerings Adelaar et al., (2003). The goal of purchaser shopping for conduct is to decide the thing that impact purchaser to behave in a selected manner however in special scenario

Ayanwale et al., (2005) another aspect of powerful commercial that creates emotional reaction is the purchaser cappotential to bear in mind the emblem advert Goldsmith & Lafferty (2002). Thus, the relative significance of emblem bear in mind will rely upon the volume to which purchaser makes product associated selections, which ends up in the emblem consciousness Keller (2006). This emblem consciousness enables in making sure the bear in mind advert, which has the aggressive gain over the ones manufacturers that aren't recalled easily. Thus, tremendous mind-set in the direction of commercials has extra cappotential to bear in mind the commercials then the ones having bad mind-set Goldsmith & Lafferty (2002). Brand know-how thru commercial enables in influencing emblem salience in an away that the amount and sparkle of the recollections approximately the emblem idea to be in shopping for scenario that creates emotional reaction in the direction of commercials Holden & Lutz (1992). However, character makes use of cue in special shopping for scenario for recalling the emblem advert and more threat of emblem to be retrieved of any customer, whilst special attributes are connected to the emblem, which creates emblem affiliation Romaniuk & Sharp, (2004). As emotional marketing and marketing is taken into consideration handiest tools, in order that purchaser in the long run offers emotional reaction to that product Brassington & Pettitt, (2001). Normally, a tremendous dating among visual, verbal and textual content depth of media and emotional reaction has been observed Bezijian et al., (2008).

2.1 STUDY MODEL



1.2 OBJECTIVES OF THE STUDY

- To analyze how trends in advertising, customer's perception and mode of promotion affects lifestyle.
- To understand how trends in advertising, customer's perception and mode of promotion affects buying behavior.

III. RESEARCH METHODOLOGY

The study is principally conducted to know how advertising and creation impact the life and buying actions among consumers. From this study, we can have a better understanding on what mode of advertisements and types of products can have an effect on the consumer buying intentions. Thus, these findings will be useful for the advertisers to know how to produce effective ads according to the product and the demand. In this exploration, survey system was taken on where questionnaires were distributed to respondents; the collected data was analyzed using the Statistical Package for the Social Sciences (SPSS) version 21. A Simple descriptive design has been employed by the present study. The study was conducted among the consumers. Simple Random sampling was embraced and 110 responses were collected. Stratified random sampling is a form of sampling that involves dividing a population into lower groups called strata. The groups or strata are organized grounded on the participated characteristics or attributes of the members in the group. The process of classifying populations into groups is called stratification. Primary data was collected from respondents by administering questionnaire. Secondary data was collected from journals, books and Magazines. Data was collected during April and May 2022. The trust ability analysis of the instrument yielded a Cronbach's Alpha value of 0.790.

Questionnaire used for the study: A structured questionnaire was used to collect the responses for the study. The questionnaire used for the study was taken on from studies by (Harun, 2014) the questionnaire had two sections. The first section had questions pertaining to the demographic profile of the respondents and Section 2 had particulars to measure the varied constructs. The particulars in Section 2 were measured on a 5- point Likert scale where 1 meant 'Strongly Agree' and 5 meant 'Strongly Disagree'. For instance, the respondents were asked "Using the Influence of advertising on the life and buying behavior makes my hunt of products more effective".

RELIABILITY ANALYSIS

Constructs	No of items	Cronbach's alpha
Mode of promotion	5	0.732
Trends in advertising	5	0.770
Customer's perception	4	0.741
Lifestyle	5	0.848
Buying Behavior	4	0.867

IV. ANALYSIS AND DISCUSSION

TABLE NO.1 PERCENTAGE ANALYSIS

DEMOGRAPHIC FACTORS		FREQUENCY	PERCENTAGE
AGE	Below 25	80	72.7
	25-35	5	4.5
	36-45	20	18.2
	46-55	2	1.8
	Above 55 years	3	2.7
GENDER	Male	13	11.8
	Female	97	88.2
MARITAL STATUS	Married	29	26.4
	Unmarried	81	73.6
EDUCATION	School	6	5.5
	Under-Graduate	43	39.1
	Post-Graduate	56	50.9
	Other	5	4.5
GEOGRAPHICAL LOCATION	Tamil Nadu	105	95.5
	Other states	5	4.5

As inferred from Table 1, most of the respondents are in the age group of below 25 and least respondents are from age group 46-55. And most of the respondents are female compared to male. And most of the respondents are unmarried. Most of our respondents are post-Graduate and the least were other. Most of our respondents are from Tamil Nadu compared to other states.

TABLE NO.2 DESCRIPTIVE ANALYSIS

Variable	Mean	Standard Deviation
Mode of Promotion	3.6182	.71191
Lifestyle	3.7745	.76775
Trends in advertising	3.9000	.63578
Customer's Perception	3.8295	.73254
Buying Behavior	3.6250	.90155

It can be inferred from table1 that the highest mean values are recorded for Trends in advertising (T). This shows that majority of the respondents are attracted towards new age advertisements that have unconventional concepts.

TABLE NO.3 MULTIPLE RESPONSES ANALYSIS ABOUT MODE OF PROMOTION

		Responses	
		N	Percentage
Mode of promotion ^{al}	Newspaper	23	12.8
	Posters	15	8.3
	Television ads	65	36.1
	Online ads	75	41.7
	Others	2	1.1
Total		180	100.0

From the above table the respondents are more attracts by online advertisements (41.7%), and the second most attracted by Television advertisement (36.1%) and the third one was newspaper (12.8%) and posters (8.3%) was the fourth most attracted one, and the least one was others (1.1%). The reason for this could be because maximum percentage of respondents of the resent study belong to the age group of below 25 years.

TABLE NO.4 CORRELATION ANALYSIS

	Lifestyle	Buying Behavior
	Pearson Correlation Coefficient(r)	Pearson Correlation Coefficient(r)
Mode Of Promotion (MOP)	.773**	.610**
Trends in advertising (T)	.648**	.626**
Customer's Perception (CP)	.658**	.634**
Lifestyle (L)	1	.604*
** - Significant at 0.01 levels		

Among the variables considered, highest correlation exists between Lifestyle and Customer's Perception. ($r = 0.773$, $p < 0.000$), followed by association between Lifestyle and Trends in advertising ($r = 0.648$, $p < 0.000$) and followed by an association between Lifestyle and Customer's perception ($r = 0.658$, $p < 0.000$). It could be interpreted that there is a positive correlation between all the variables namely Lifestyle, Mode of Promotion, Trends in advertising, Customer's Perception which is significant at 0.01 levels. Among the variables considered, highest correlation exists between Buying Behavior and Customer's Perception. ($r = 0.610$, $p < 0.000$), followed by association between Buying Behavior and Trends in advertising ($r = 0.626$, $p < 0.000$) and followed by an association between Buying Behavior and Customer's perception ($r = 0.634$, $p < 0.000$). It could be interpreted that there is a positive significant correlation between all the variables namely Buying Behavior, Mode of Promotion, Trends in advertising, Customer's Perception

TABLE NO.5 REGRESSION ANALYSIS

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.342	.257		1.332	.186
Mode Of Promotion	.643	.081	.596	7.915	.000
Customer's Perception	.289	.079	.275	3.655	.000

R square=0.642; Adjusted R square= 0.635

$$\text{Estimated Lifestyle} = 0.342 + 0.643 \text{ Mode of promotion} + 0.289 \text{ Customer's perception}$$

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.329	.399		-.826	.411
Mode Of Promotion	.344	.120	.272	2.879	.005
Customer's Perception	.339	.130	.276	2.602	.011
Trends in advertising	.362	.149	.255	2.431	.017

R square=0.500; Adjusted R square= 0.486

$$\text{Estimated Buying Behavior} = -0.329 + 0.344 \text{ Mode of Promotion} + 0.339 \text{ Customer's perception} + 0.362 \text{ Trends in advertising}$$

From the above table it is inferred that the R square value is 0.500 and Adjusted R Square value is 0.486. This implies that Mode of promotion, Customer's Perception and Trends in advertising predict 48.6% variance in Buying Behavior of the respondents. When the mode of promotion is effective, the customer's perception is good and the advertisements are trendier the customers are more likely to purchase the product.

V. CONCLUSION

The study was principally conducted to know how advertising and promotion influence on the lifestyle and buying behavior purchase intention among consumers day by day with the increase in the usage of internet. Understanding customer's needs and desires for buying, the selling has become grueling task for marketers. Especially understanding the consumer's opinion towards the advertising and promotion can help brands to influence consumers' buying behavior, thereby capturing new markets and gaining competitive advantage over others. From the findings of the study, one can conclude that advertising plays a genuinely significant part in impacting consumers buying behavior by attracting their attention, arousing their interest, creating desire for the product and eventually make them decide to buy the products. Future studies can be done to understand the influence of advertising trends, mode of promotion and customer perception among the various age groups and also in case of specific brands/ products. The present study affirms the importance of having unconventional concepts in advertisements, using effective promotional mode that is more suited to the present generation in order to influence their buying behavior.

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